THE UNIVERSITY OF KANSAS

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Economic Trends Update: Douglas County

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Foreword

The Kansas Center for Community Economic Development (KCCED) is a joint center of the Institute for Public Policy and Business Research at the University of Kansas and the Kansas Center for Rural Initiatives at Kansas State University. Its purpose is to enhance economic development efforts by bringing university expertise to rural Kansas.

KCCED is funded by a grant from the Economic Development Administration of the U.S. Department of Commerce. The statements, findings, and conclusions of this report are those of the authors and do not necessarily reflect the views of the U.S. Government, the University of Kansas, or any other individual or organization.

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ECONOMIC TRENDS UPDATE: DOUGLAS COUNTY

INTRODUCTION

The following report is an annual update of the 1992 review of economic and demographic trends for Douglas County and the City of Lawrence, conducted by the Institute for Public Policy and Business Research (IPPBR) at the University of Kansas. This review was part of the strategic planning process for the county called Horizon 2020. The original 181-page report contained data on: global, regional and national trends, population, housing, education, employment, earnings and income, geographic location and infrastructure, business environment, financial capital, innovation and technology, and quality of life.

The Lawrence-Douglas County area is a community with a growing population, high quality work force, and modern economic base enhanced by the presence of three universities. Its development in recent years has been shaped by two significant forces. First, with three universities, it is a major center for higher education: much of its development has been influenced by its large student population. Second, Douglas County is located between two metropolitan areas and has captured some of the spill-over benefits from this location.

This year's report includes an update of selected variables from the 1992 study as well as some additional variables. This report looks at variables categorized under the following areas:

- population,
- employment,
- · earnings and income,
- retail trade,
- · agriculture, and
- · education.

Throughout the report, Douglas County's performance is compared with the performance of the State of Kansas, Comparative Counties² and Surrounding Counties.³ It is by no means a comprehensive analysis of economic trends facing Douglas County but rather an overview of some key economic and demographic variables.

¹ Horizon 2020 Data Analysis, Kansas Center for Community Economic Development, Institute for Public Policy and Business Research, University of Kansas, Technical Report Number 12, August 1992.

² "Comparative Counties" are Boone County, Missouri (University of Missouri, Columbia); Johnson County, Iowa (University of Iowa, Iowa City); Larimer County, Colorado (Colorado State University, Fort Collins); and Champaign County, Illinois (University of Illinois, Urbana-Champaign).

³ "Surrounding Counties" used for comparison in this report are Johnson, Shawnee, and Wyandotte counties. "Selected Counties" include both the Comparative and the Surrounding Counties.

POPULATION

In every community population size and economic activity are closely related. The size of population is directly related to employment opportunities within the area, wage differentials between regions, and a community's overall economic and social conditions. Growing communities are more likely to adapt successfully to a changing economic environment than areas with constant or decreasing population. New residents in a community mean additional consumers, taxpayers, and suppliers of labor. Without population growth, communities face problems of a tightening labor market, lack of new customers for businesses, a shrinking tax base, and an overall decline in economic activity. Generally, areas of population growth are also areas of economic growth, whereas areas of population loss suffered previous economic decline and restructuring.

Characteristics of the region's population are regarded as indicators of economic conditions and economic potential of this region. Past and projected population changes indicate economic trends in the community and can be compared to other counties, as well as the statewide and national averages.

The size of Douglas County's population compared to the population of the entire state of Kansas reflects the county's overall level of competitiveness with respect to other regions within the state. The presence of three major universities in Douglas County determines the specifics of the local population. To provide a better picture the Lawrence-Douglas County area is compared not just with the surrounding metropolitan areas but also with a number of college towns in other states.

Another characteristic of the economic potential of the region is migration of the population. Migration is linked to job opportunities and demand as well as wage differentials between regions. Counties with low rates of job creation and low wages will face higher worker mobility due to the lack of opportunity, or a "pull" phenomenon by urban areas with higher wages, better job opportunities, and a perceived better quality of life. Age and education also determine regional migration. Generally, the population aged 18 to 45 is the most mobile age group. The effect of education on migration is reflected by the movement of well-educated workers toward better job matches for themselves and their spouses and their attempts to raise their income levels by migrating to areas with employment opportunities.

The following section consists of population tables, figures, and maps, which together illustrate population totals, population growth rates, percent net migration, and population rankings.

Population: Key Findings

Between 1980 and 1990 Douglas County's population grew almost 21 percent, which was
four times as fast as the growth rate of Kansas and twice the rate of the U.S. The county's
population has grown every decade since 1920 and has grown by 10,000 or more per decade
since 1940. Population has almost doubled between 1960 and 1990 (Table 1).

- Since 1993, the county's annual growth rates were more than two times greater than the state's rates. In 1998 population of the county grew one and a half time faster than the state. (Table 1).
- From 1980 to 1990, all the "college town" counties except for Champaign, Illinois grew faster than the national average of 9.8 percent. Between 1990 and 1998 Douglas County population increased by almost 14 percent, which is considerably higher than the national growth rate of 8.7 percent. The highest growth rate among the comparable university towns was in Larimer County, Colorado (24.2 percent) (Table 2 and Figure 1).
- Johnson County, Kansas, consistently has the highest growth rate for the neighboring metropolitan counties in Kansas with a 31.4 percent increase from 1980 to 1990 and a 21 percent increase from 1990 to 1998 (Table 2 and Figure 1a).
- Between 1980 and 1990 Douglas County population increased by 21 percent, compared to 17 percent growth rate of the previous decade. For the past two and one-half decades, Douglas County's population has grown at a considerably faster rate than the state of Kansas or the U.S. (Table 2 and Figure 1b).
- Each decade since the 1970s, Douglas County's net migration has grown rapidly. Net
 migration is calculated as the change in population less the difference between births and
 deaths. Between 1990 and 1998 Douglas county's net migration increased 7.7 percent. Net
 migration in the state of Kansas increased 1.7 percent from 1990 to 1998. It is the first time
 since the 1970s that the state of Kansas has had an increase in net migration (Table 3 and
 Map 3).
- Douglas County had moved from being the sixteenth most populated county in Kansas in 1940 to being the fifth most populated county in 1990, remained the fifth in 1998, and is projected to maintain this standing through the year 2020 (Table 4).
- In 1990 the ten-year growth rate in Douglas County was the third fastest in Kansas, surpassed only by Johnson and Finney Counties (Map 1). Between 1990 and 1998 population growth rate had decreased from the decade before;⁴ however Douglas County still is the fifth fastest growing county in Kansas (Map 2).

⁴ 1990-1998 is an eight-year period compared to the previous ten-year period.

Population Totals, Growth Rates, Rank & Share Douglas County and Kansas

	Douglas	County	Kansa	ae .	Douglas	
	Population		Population	Growth	County Rank in	Share
<u>Year</u>	_ Total	Rate	Total	Rate	state	_(%)_
					State	(/0)
1890	23,961		1,428,108		15	1.7
1900	25,096	4.7 %	1,470,495	3.0 %	13	1.7
1910	24,724	-1.5	1,690,949	15.0	15	1.5
1920	23,998	-2.9	1,769,257	4.6	17	1.4
1930	25,143	4.8	1,880,999	6.3	17	1.3
1940	25,171	0.1	1,801,028	-4.3	16	1.4
1950	34,086	35.4	1,905,299	5.8	10	1.8
1960	43,720	28.3	2,178,611	14.3	9	2.0
1970	57,932	32.5	2,249,071	3.2	6	2.6
1980	67,640	16.8	2,364,236	5.1	5	2.9
1990	81,798	20.9	2,477,588	4.8	5	3.3
1991*	83,131	1.6	2,493,577	0.6	5	3.3
1992*	83,883	0.9	2,517,896	1.0	5	3.3
1993*	85,906	2.4	2,538,069	8.0	5	3.4
1994*	87,109	1.4	2,558,077	8.0	5	3.4
1995*	88,275	1.3	2,574,567	0.6	5	3.4
1996*	89,708	1.6	2,584,650	0.4	5	3.5
1997*	91,107	1.6	2,601,437	0.6	5	3.5
1998*	93,137	2.2	2,638,667	1.4	5	3.5
2000** 2005**	95,849	5.2	2,562,890	-1.5	n/a	3.7
2010**	100,419	4.8	2,604,664	1.6	n/a	3.9
2015**	102,015	1.6	2,645,887	1.6	n/a	3.9
2020**	102,503 103,243	0.5	2,688,165	1.6	n/a	3.8
2020	103,243	0.7	2,723,689	1.3	n/a	3.8

^{*} Estimates ** Projections

Source: U.S. Bureau of the Census, Fifteenth Census of the United States, 1930, Vol..1; "Census of Population, 1960: Number of Inhabitants; 1980 Census of Population," Vol.1, Chapter A, Part 18; "1990 Decennial Census," mimeographed sheet; Floerchinger, Teresa D., "Kansas Population Projections 1990-2030," Kansas Division of the Budget, September 1992; Population Estimates, and Population Distribution Branches, U.S. Bureau of the Census. Calculations: IPPBR.

Table 2
Population Growth Rates
Douglas County, Selected Counties, Kansas, and United States
1970-1998

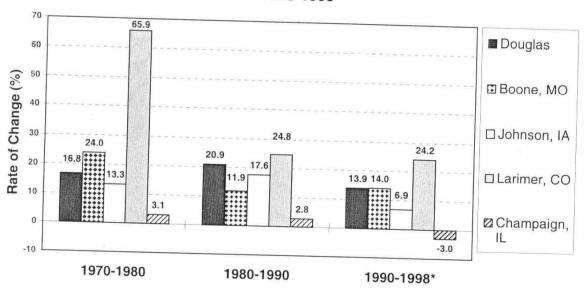
1970-1980	1980-1990	1990-1998*
16.8	20.9	13.9
22.8 -0.3 -7.8	31.4 3.9 -6.0	21.0 2.7 -6.0
24.0 13.3 65.9 3.1	11.9 17.6 24.8 2.8	14.0 6.9 24.2 -3.0
5.1 11.4	4.8 9.8	6.5 8.7
	16.8 22.8 -0.3 -7.8 24.0 13.3 65.9 3.1	16.8 20.9 22.8 31.4 -0.3 3.9 -7.8 -6.0 24.0 11.9 13.3 17.6 65.9 24.8 3.1 2.8

^{* 1998} Population estimate

Note: 1990-98 is an eight-year period compared to the previous ten-year periods.

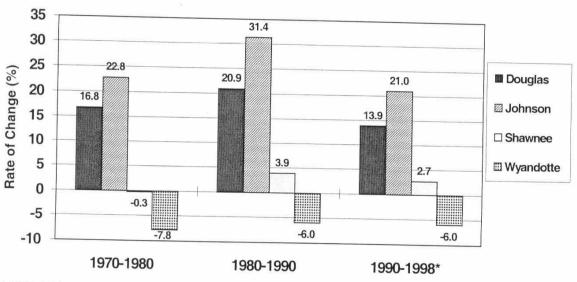
Source: U.S. Bureau of the Census, "1980 Census of Population," PC90-1-A; "1990 Decennial Census." U.S.Department of Commerce, Bureau of Economic Analysis, Kansas Center for Community Economic Development, "Profile for Douglas County." 1990-1998 estimates: U.S. Bureau of the Census.

Figure 1
Rates of Population Change
Douglas and Comparative Counties
1970-1998



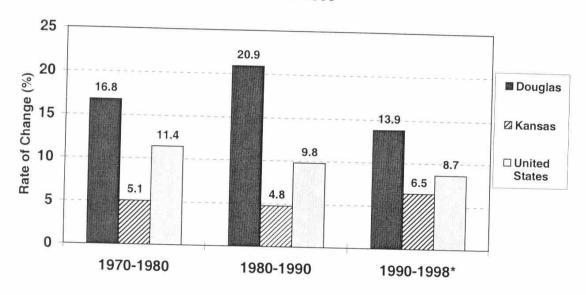
^{* 1990-1998} is an eight-year period compared with other ten-year periods

Figure 1a
Rates of Population Change
Douglas and Surrounding Counties
1970-1998



^{* 1990-1998} is an eight-year period compared with other ten-year periods

Figure 1b
Rates of Population Change
Douglas County, Kansas, and U.S.
1970-1998



^{* 1990-1998} is an eight-year period compared with other ten-year periods

Table 3 Net Migration 1970-1998

	% Net Migration	0.6 8.8 11.9 7.7		% Net Migration	-5.5 -1.0 -2.7 -1.7
	Net *** Migration	9,078 5,091 8,017 6,325		· Net *** Migration	-119,662 -21,983 -63,397 43,055
	Births - Deaths	5,134 4,617 6,141 5,014		Births - Deaths	190,122 137,148 176,749 118,034
nuty	Deaths	3,668 3,611 3,908 3,902		Deaths	219,067 218,713 220,466 191,284
Douglas County	Births	8,802 8,228 10,049 8,916	Kansas	Births	409,189 355,861 397,215 309,318
	Population <u>Change</u>	14,212 9,708 14,158 11,339		Population <u>Change</u>	70,460 115,165 113,352 161,089
	Population	57,932 67,640 81,798 93,137		Population	2,249,071 2,364,236 2,477,588 2,638,677
	Year	1970* 1980* 1990* 1998**		Year	1970* 1980* 1990* 1998**

* Decade ending

** Population estimate

*** Net migration = Population change - (births-deaths)

Source: Population Totals: U.S. Bureau of the Census, "Census of Population, 1970: Number of Inhabitants; 1980 Census of Population," Vol.1, Chapter A, Part 18; "1990 Census of Population and Housing," Population Estimates U.S. Bureau of the Census. Calculations: IPPBR.

Table 4
Population of Top Ranking Kansas Counties (Thousands)

Pop.	624	478	171	158	103	85	80	77	64	54	44	41	38	38	37	34	32	32	30	29
2020*	Johnson	Sedgwick	Shawnee	Wyandotte	Douglas	Leavenworth	Finney	Riley	Butler	Reno	Saline	Ford	Geary	Cowley	Lyon	Crawford	Montgomery	Harvey	Miami	Sumner
Ä	-	0	က	4	5	9	7	8	6	10	F	12	13	4	15	16	17	18	19	20
Pop.	448	430	165	152	93	71	64	63	62	52	37	37	36	36	34	33	29	29	28	27
1998	Sedgwick	Johnson	Shawnee	Wyandotte	Douglas	Leavenworth	Riley	Reno	Butler	Saline	Montgomery	Finney	Crawford	Cowley	Harvey	Lyon	Ford	McPherson	Barton	Sumner
Æ	-	2	က	4	2	9	7	∞	6	10	1	12	13	14	15	16	17	18	19	20
Pop.	404	355	162	161	82	29	64	62	51	49	39	37	36	35	33	31	30	29	27	27
1990	vick	u	otte	96	S		worth				nery		Q							rson
-	Sedgwick	Johnson	Wyando	Shawne	Douglas	Riley	Leavenworth	Reno	Butler	Saline	Montgomery	Cowley	Crawfor	Lyon	Finney	Harvey	Geary	Barton	Ford	McPhersor
R 1	1 Sedgw	2 Johnso	3 Wyand	4 Shawne	5 Dougla	6 Riley	7 Leaven	8 Reno	9 Butler	10 Saline	11 Montgor	12 Cowley	13 Crawfor	14 Lyon	15 Finney	16 Harvey	17 Geary	18 Barton	19 Ford	20 McPhe
		143 2 Johnso	91 3 Wyand	52 4 Shawne	49 5 Dougla	45 6 Riley	7 L	80	6	32 10 Saline	=	12	13	14	15	16	17	18	23 19 Ford	20 N
ž		143 2	Shawnee 91 3 Wyando	52 4	Montgomery 49 5 Dougla	45 6 F	7 L	38 8 F	6	32 10	=	30 12	30 13	26 14	15	25 16	25 17	24 18	19	20 N

* Population Projection

Source: University of Kansas, Institute for Public Policy and Business Research, "Kansas Statistical Abstract," 1992-1993, "Population of Kansas Counties, 1890-1980; U.S. Bureau of the Census, "1990 Census of Population and Housing." Floerchinger, Teresa D., "Kansas Populations, 1990-2030, "Kansas Division of the Budget, September, 1992. Calculations: IPPBR.

Map 1 Percent Population Change: 1980 - 1990

	Leavenworth 17.4 Wyandotte	Johnson	31.4 Miami	8.5	Lhn 0.2		-6.3	Crawford	7.0	Cherokee -4.2
Doniphan -12.2	Atchison -8.0	Pouelas	20.9 Franklin	6.0	Anderson -10.8		-6.5	Neosho -10.2		Labette -7.7
Brown -6.9	Jackson Je	Shawnee 3.9	Osage -0.5		Coffey -10.3		Woodson -10.5	Wilson -15.2		Montgom. -8.2
l Nemaha -6.8	vatomie	Wabaunsee	Lyon	. .		Greenwood	-10.5		Elk -15.1	Chautauqua
n Marshall -8.5	Rilley Pottav	Geary 2.0	Morris -3.4	Chase	-8.7					0.2
Washington -17.2	Clay F	Dickinson	0.9-	Marion -4.7		Butler			Š	29
Republic -14.4	Cloud -11.8	Ottawa -5.6	Saline 0.8	McPherson 1.5		Нагуеу	Sedgwick	10.0	Sumner	3.7
Jewell -18.9	Mitchell -11.3	Lincoln -11.9	Ellsworth -0.8	Rice	-10.8	Reno 4.0		Kingman -7.5		Harper -8.4
Smith -14.6	Osborne -18.3	Russell		-6.3		Stafford -5.8		Pratt -5.6	Barber	-10.3
Phillips -11.0	Rooks	Ellis -0.4		Rush -14.9	Pawnee -6.3		Edwards -11.3	Klowa -9.5		Comanche -9.4
Norton -11.1	Graham -11.3	Trego -11.3		ness -10.3		A.1	Ford	12.9	Clark	-7.0
Decatur -10.8	Sheridan -14.1	Gove -13.3		3.9			Gray 5.0		Meade	-11.3
Rawlins -17.1	Thomas		Scott	8.5	Finney	38.8		Haskell 1.9	Coursed	8.6
	£Υ	Logan -11.4	Wichita	-9.3	Kearny	17.2		Grant 2.6		6.6
Cheyenne -11.8	-10.7	Wallace -11.0	Greeley	-3.8	Hamilton	-5.0		Stanton -0.3		9.0

Source: Institute for Public Policy and Business Research, The University of Kansas, using data from U.S. Census 1990.

Map 2 Percent Population Change: 1990-1998

Doniphan -3.4	Leavenworth 10.8 Myandotte	s Johnson	21.0	din Miami 13.3	rson Linn	Name of Street		Bourbon 2.0	ho Crawford		Cherokee 5.5
Brown -0.5 Do	Atchison -0.1 Son Jefferson 14.7	The state of the s	Osage 13.9	2.4 Franklin 12.6	Coffey Andersor			Woodson Allen	Wilson Neosho	Montrom Labotto	4.4 -2.8
II Nemaha -3.0	Pottawatomie Jackson 15.9 5.2	Shawnee 2.7 Wabaunsee 0.7	ő	Lyon -2.3	8	es .		Greenwood W		0.7 0.7	Chautauqua 4
Washington Marshall -6.0	Clay Riley Pottar	Dickinson Geary 4:1	Morris	-0.5 arion	5.5 Chase -2.4			Butler 22.4		y.	9
Republic W		Ottawa 4.8 Die	4.7		2.0		Harvey	10.7 Sortrunick	Ē	Sumner	4
Jewell -9.0	Mitchell -3.7	Lincoln -8.6	Eilsworth	4.6	Rice -2.4		Reno	3	Kingman 3.0		-9.7
Smith -9.6	Osborne -3.2	Russell -3.5		Barton -5.9		Stafford	-6.8		Pratt 0.0	Barber	,
Phillips -7.7	Rooks -6.3	Ellis 1.2		Rush -11.2		-1.6		Edwards -12.5	Kiowa -5.2	o dom o	-13.0
Norton -3.3	Graham -9.6	Trego -11.1		Ness -10.6		Hodgeman	1,5	Ford	0.7	Clark -2.4	
Decatur -14.1	Sheridan -9.9	Gove -5.5		Lane -4.7				Gray 3.7		Meade 4.2	
-8.2	Thomas	Logan		hita Scott		rny Finney	322041		Haskell 2.3	ns Seward	
2.1	Sherman -6.0	Wallace L.		Greeley Wichita -3.9 4.2		Hamilton Kearry -1.9			Stanton Grant -2.9 11.9	Morton Stevens	

Source: Institute for Public policy and Business Research, The University of Kansas: data from the U.S. Bureau of the Census.

Map 3 Percent Net Migration: 1980 - 1990

(b)	Leavenworth 10.5 Wyandotte	-14.9	20.3	Miami 3.9		Linn 1.7		Bourbon -7.9		Crawford	-6.5		-4.4
Doniphan -14.6	Atchison -11.0	6.4 Seriel	11.9	Franklin -4.8		Anderson -10.6		Allen -8.7		Neosho	9	Inhatta	-10.6
-7.5	A Jackson -5.1	Shawnee -2.8	Osage	-3.2		Coffey -12.3		Woodson -8.6		Wilson	14.4	Montgom	
Nemaha -10.6	Potrawatomie Ja	Innsee	-4.8	lyon				Greenwood -7.3			0	n'nl-	Chautauqua -8.9
Marshall -9.3			32.2 Morris	-2.9	Chase	-7.9		Greer -7.3			盖「		წ %
Washington -14,8	N Riley	Ę			Marion -3.6			Buffer 5.9	Marie Sala	an real		Cowley	79.6-
Republic Wa	-10.6 Clay	-4.7 Dickins	Sallne 5		McPherson Ma -3.6 -3		Harvev	-3.4	Sedgwick	0.2-		Sumner	7
Jewell -16.7	Mitchell -11.5	Lincoln -6.9	Ellsworth	0.5	Rice	-12.6	Reno	-8.9		Kingman	-10.6	There are	-6.8
Smith -10.6	Osborne -15.0	Russell -12.1		Barton	-13.9		Stafford -5.7		Proft	1.6-		Barber 13.3	200
Phillips -10.3	Rooks -16.5	Ellis -10.0		Rush	6.1-	Pawnee	-8.4	Edwards	4.11-	Klowa	6.5.	Commondo	8.8
Norton -9.6	Graham -14.8	Trego -13.5		Ness 13.4	2		Hodgeman -8.4	700	0.0			Clark -5.5	
Decatur -11.2	Sheridan -18.3	Gove -18.1		Lane -7.0				Gray -6.3			Mondo	-15.4	Nome:
-19.3	Thomas -10.4			Scott -15.3		Finney	15.0			Haskell -11.6		Seward	-6.2
		Logan -14.1		Wichita -18.3	Michigan	Kearny	1.8		, to the	-11.9		Stevens	7.7.
-11.9	Sherman -16.0	Wallace -18.6		Greeley -11.8		Hamilton	-7.6		Stonton	-11.5		Morton -8 1	

Source: Institute for Public Policy and Business Research, The University of Kansas, using data from U.S. Bureau of Census.

EMPLOYMENT

Economic vitality of every community is reflected in the employment situation. This section compares the key employment measurements such as labor force size, job creation rate, and unemployment in the Lawrence-Douglas County area with its comparative counties and the state of Kansas.

The number of people who are either working or willing to work determines the size of the labor force. This number is influenced not only by the size of population but also by the perceptions of individuals that suitable job opportunities exist within the community. Diverse healthy economies tend to offer the widest variety of job opportunities and thereby attract a large number of job seekers, which increases the size of the labor force.

The unemployment level reflects the amount of economic activity within an area and how well the local market is able to match the supply and demand for labor.

Job creation rates (net change in average annual employment) reflect the growth in employment levels and the range of employment opportunities. As some jobs are lost in a community due to changing economic circumstances, they may be replaced by new jobs. Net job creation reflects the net gain or net loss in jobs over a given period of time.

Place of work data compared to the place of residence data provide the insight of the employment opportunities within the area.

The following data include tables, maps, and graphs on employment growth rates, number of firms by number of employees, percentage distribution of firms by number of employees, employment levels by industry, labor force participation, unemployment rates, and job growth.

Employment: Key Findings

- Between 1987 and 1997 (the latest data available), the average annual employment in Douglas County (U.S. Bureau of Economic Analysis data by place of work) increased from 39.8 thousand employees in 1987 to 57.3 thousand in 1997. This translates into a 19.7 percent growth from 1987 to 1992 and 20.3 percent growth from 1992 to 1997 (Table 5). During both periods, the average annual employment growth in Douglas County is higher than both the state of Kansas and national growth rates (Table 5 and Figure 2).
- In the first half of the decade Douglas County, with 19.7 percent growth, had the highest employment growth rate among the selected counties in Kansas. Nationwide, Douglas County had the second highest employment growth rate among the selected counties, outpaced only by 22 percent growth rate in Larimer County, Colorado. Between 1992 and 1997, Johnson County, Kansas, and Larimer County, Colorado both had higher growth rates than Douglas County (Table 5, Figures 2a and 2b).

- The number of firms located in Douglas County has increased 40.5 percent between 1987 and 1997, compared to a 13.3 percent increase for the state of Kansas (Table 6).
- The percentage distribution patterns of firms by the number of employees are very similar in Douglas County and the entire state of Kansas. The majority of firms are small companies with less than 20 employees and between 1987 and 1997 their number decreased from 88.2 percent to 87 percent in Douglas County and from 88.6 percent to 86.8 percent in the entire state of Kansas. The percentage of the medium-sized companies with up to one hundred employees increased from around 10 percent to around 11 percent in both Douglas County and the state of Kansas. Both Douglas County and the state of Kansas have a small percentage of companies with more than one hundred employees, but their share in the total number of firms has increased in both Douglas County and Kansas (Tables 6 and 7). This shows once again the importance of small companies to the economy and indicates a need for strategies that nurture new business development and assist already existing small businesses
- Total employment for Douglas County grew from 47,590 in 1992 to 57,253 in 1997, which
 represents a growth rate of 20.3 percent, compared with 11.2 percent growth rate for the state
 of Kansas during the same period of time (Table 8).
- From 1992 to 1997, farm employment declined by 4.9 percent in Douglas County and by 3.7 percent in Kansas. Mining had the largest decline in employment in Douglas County: in 1997 it is down to 32 jobs from 162 in 1992. However, historically neither farming nor mining are major employment groups in Douglas County.
- Traditionally, Douglas County's economy has been dependent upon government employment due to the presence of the University of Kansas. Government and Government Services remain among the top employers by providing additional 2,343 new jobs in ten years raising the annual average number of government employees from 12,209 in 1987 to 14,522 in 1997 (Table 8).
- Major categories that surpassed government employment in both the number of employees and the growth rate were Services and Retail Trade. Services increased by 25.2 percent from 11,937 employees in 1987 to 14,943 in 1997. Employment in retail trade increased by 32.5 percent from 8,949 in 1987 to 11,857 in 1997 (Table 8 and Figure 3).
- The Agricultural Services sector demonstrated the highest percent growth in jobs in Douglas County from 1992 to 1997, but the nominal increase of 179 jobs was rather moderate (Table 8).
- In 1997, Services was the largest employment category in Douglas County (26.1 percent); in five years since 1992 it increased its share of total employment by one percent and outpaced the Government sector, which now represents 25.4 percent of total employment. Retail trade with 20.7 percent of total employment is the third largest employment category in Douglas County (Table 8a).

- Recent wage and salary employment estimates based on the place of work data show that
 employment of all industries in the Lawrence MSA (Douglas County) have increased by 3.7
 percent from 1997 to 1998. Employment estimates for the state of Kansas show a 3.5 percent
 increase from 1997 to 1998 (Table 8b).
- The labor force participation rate is the percentage of population 16 and over that is in the labor force. The labor force participation rate in 1990 for Douglas County was 65.3 percent (Map 4). This participation rate was similar to Kansas' rate of 65.4 percent and slightly above the U.S. rate of 64.4 percent (1990 U.S. Census). In comparison, nearby Johnson County had a 75.3 percent participation rate in 1990 (Map 4).
- Place of residence data for Douglas County indicate a 4.5 percent annual increase in employment between 1997 and 1998 (these from the Kansas Department of Human Resources data as the name suggests are based on the place of residence of individuals rather than their place of work). At the same time the civilian labor force increased by 4.7 percent, leading to a 9.5 percent increase in unemployment.
- An unemployment rate in Douglas County increased from 4.2 percent in 1997 to 4.4 percent in 1998, it is a rather low rate compared to the surrounding counties (Table 8b and Map 5).
- In the state of Kansas total employment (place of residence data) increased by 3 percent between 1997 and 1998. A slightly higher rate of increase in the civilian labor force resulted in the 3.8 percent increase in the number of unemployed (Table 8b).

Table 5
Employment Growth Rates
Douglas County, Selected Counties, Kansas, and United States
1987-1997

	Average	Annual Emp	loyment	% Employ	ment Growth
	1987	1992	1997	1987-1992	1992-1997
Douglas	39,762	47,590	57,253	19.7%	20.3%
Johnson	214,357	255,472	316,393	19.2	23.8
Shawnee	104,242	110,568	119,412	6.1	8.0
Wyandotte	94,126	90,736	93,637	-3.6	3.2
Boone, MO	69,891	80,969	95,826	15.9	18.3
Johnson, IA	58,769	68,784	77,050	17.0	12.0
Larimer, CO	93,126	113,575	147,533	22.0	29.9
Champaign, IL	105,895	111,927	115,921	5.7	3.6
Kansas	1,430,755	1,515,744	1,685,028	5.9	11.2
United States	130,371,400	139,410,800	156,410,400	6.9	9.7

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (1969-1996), Table CA25, May 1999.

Figure 2
Employment Growth Rates
Douglas County, Kansas, and U.S.
1987-1997

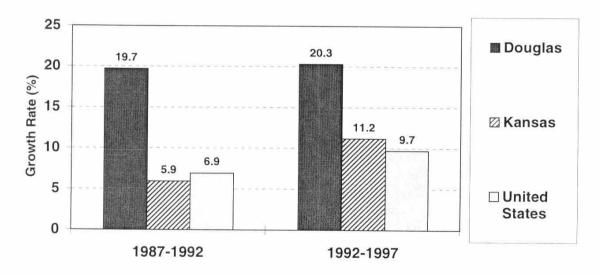


Figure 2a
Employment Growth Rates
Douglas County and Surrounding Counties
1987-1997

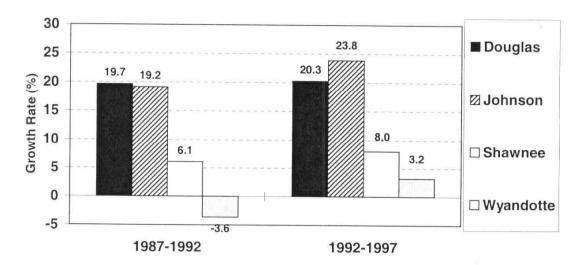
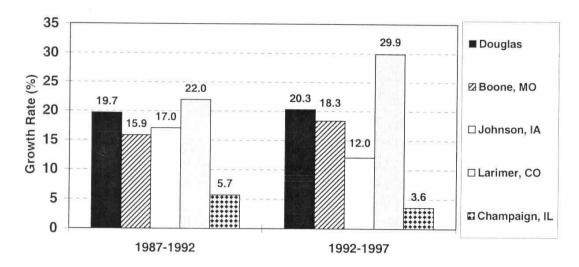


Figure 2b
Employment Growth Rates
Douglas County and Comparative Counties
1987-1997



Number of Firms, by Number of Employees
Douglas County and Kansas
1987-1997

		Dougla	is		Kansas	3
Employees	1987	1997	% Change	1987	1997	% Change
4 40	4 570	0.404				
1 19	1,576	2,184	38.6 %	57,769	64,165	11.1 %
20 99	180	278	54.4	6,457	8,231	27.5
100 499	28	44	57.1	897	1,391	55.1
500+	2	4	100.0	97	137	41.2
Total	1,786	2,510	40.5	65,220	73,924	13.3

Source: U.S. Bureau of the Census, "County Business Patterns," 1986 and 1996; Institute for Public Policy and Business Research.

Table 7

Percentage Distribution of Firms, by Number of Employees

Douglas County and Kansas

1987-1997

	Doug	glas	Kans	sas
Employees	1987	1997	1987	1997
0 - 19	88.2 %	87.0 %	88.6 %	86.8 %
20 - 99	10.1	11.1	9.9	11.1
100 - 499	1.6	1.8	1.4	1.9
500+	0.1	0.2	0.1	0.2

Source: U.S. Bureau of the Census, "County Business Patterns," 1987 and 1997; Institute for Public Policy and Business to numbers being rounded up, percentages may not equal 100%.

Table 8

Employment Levels by Industry Douglas County and Kansas 1992-1997

		Doc	Douglas			Kancac	300	
Industry	1992	1997	Change	% Change	1992	1997	Change	% Change
Ag. Services	317	496	179	% 5.99	15,379	19.962	4 583	% & OC
Mining	162	32	-130	-80.2	23,720	19 980	2740	15.0
Construction	2,258	2,943	685	30.3	68.326	87 017	10,740	-13.0
Manufacturing	5,050	5,621	571	11.3	187 723	212 EE0	10,031	27.4
Transportation	1,187	1,357	170	14.3	73 606	60.01	24,845	13.2
Wholesale Trade	1,643	1,515	-128	-7.8	76 586	92,834	9,158	12.4
Retail Trade	8,949	11,857	2.908	32.5	2/8 084	81,707	5,121	6.7
Finance, Insur., Real Est.	2,927	3,033	106	3.6	02 001	230,717	42,636	17.2
Services	11,937	14.943	3006	0.30	15,050	7/5,58	2,686	2.9
Gov't, and Gov't, Services	12 209	14 550	0,000	20.5	3/9,245	446,312	290,79	17.7
	12,203	14,332	2,343	19.2	268,286	269,556	1,270	0.5
Subtotal - Non-Farm	46,639	56,349	9,710	20.8	1,433,933	1,606,251	172,318	12.0
Farm Employment	951	904	-47	4.9	81,811	78,777	-3,034	-3.7
Total Employment	47,590	57,253	9,663	20.3	1,515,744	1,685,028	169,284	11.2

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-1997), Table CA25, May 1999.

Figure 3
Percent Change in Employment by Selected Industries 1992-1997

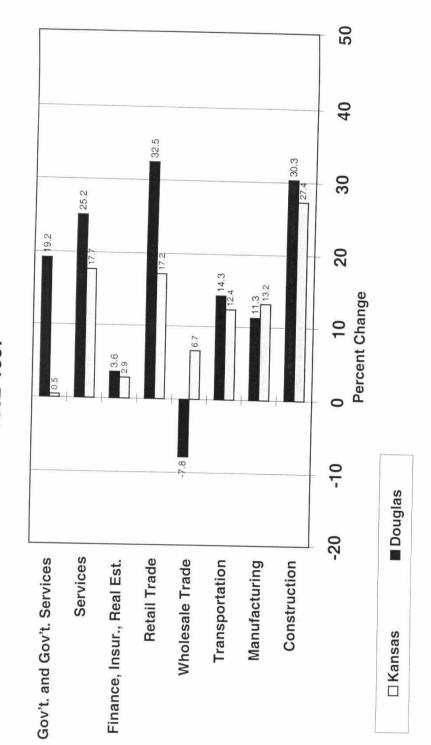


Table 8a

Employment Percent Share by Industry Douglas County and Kansas 1992-1997

Industry Douglas Kansas Ag. Services 0.7 0.99 1992 1997 C Mining 0.3 0.1 -0.3 1.6 1.2 Manufacturing 0.3 0.1 -0.3 1.6 1.2 Construction 4.7 5.1 0.4 4.5 5.2 Manufacturing 10.6 9.8 -0.8 12.4 12.6 Transportation 2.5 2.4 -0.1 4.9 4.9 Wholesale Trade 3.5 2.6 -0.8 5.1 4.8 Retail Trade 18.8 20.7 1.9 16.4 17.3 Services 6.2 5.3 -0.9 6.1 5.7 Services 25.1 26.1 1.0 25.0 26.5 Gov't. and Gov't. Services 25.7 25.4 -0.2 17.7 16.0 Subtotal Non-Farm 98.0 98.4 0.4 54.6 4.7							
1992 1997 1997 0.7 0.9 0.2 % 1.0 1.2 0.3 0.1 -0.3 1.6 1.2 4.7 5.1 0.4 4.5 5.2 10.6 9.8 -0.8 12.4 12.6 2.5 2.4 -0.1 4.9 4.9 3.5 2.6 -0.8 5.1 4.8 3.5 2.6 -0.8 5.1 4.8 6.2 5.3 -0.8 5.1 4.8 6.2 5.3 -0.9 6.1 5.7 6.2 5.3 -0.9 6.1 5.7 25.1 26.1 1.0 25.0 26.5 25.7 25.4 -0.2 17.7 16.0 98.0 98.4 0.4 94.6 95.3 20 1.6 -0.4 5.4 4.7			Dougla	S		Kansas	
0.7 0.9 0.2 % 1.0 0.3 0.1 -0.3 1.6 4.7 5.1 0.4 4.5 10.6 9.8 -0.8 12.4 2.5 2.4 -0.1 4.9 3.5 2.6 -0.8 5.1 18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Industry	1992	1997	Change	1992	1997	Change
0.3 0.1 -0.3 1.6 4.7 5.1 0.4 4.5 10.6 9.8 -0.8 12.4 2.5 2.4 -0.1 4.9 3.5 2.6 -0.8 5.1 18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Ag. Services	0.7	0.9		1.0	1.2	% 6 0
4.7 5.1 0.4 4.5 10.6 9.8 -0.8 12.4 2.5 2.4 -0.1 4.9 3.5 2.6 -0.8 5.1 18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Construction	0.3	0.1	-0.3	1.6	1.2	-0.4
2.5 2.4 -0.1 4.9 3.5 2.6 -0.8 12.4 4.9 3.5 2.6 -0.8 5.1 18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 5.4	Manufacturing	10.6	 	0.4	4.5	5.2	0.7
3.5 2.6 -0.8 5.1 18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6	Transportation	2.5	9.0	-0.8 -	12.4	12.6	0.2
18.8 20.7 1.9 16.4 6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Wholesale Trade	3.5	2.6	- 8	4, n	4.9	0.1
6.2 5.3 -0.9 6.1 25.1 26.1 1.0 25.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Retail Trade	18.8	20.7		16.4	4. t	-0.2
25.1 26.1 1.0 25.0 25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Finance, Insur., Real Est.	6.2	5.3	5 6	4.0.4	5.7	0.0
25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Services	25.1	26.1	5.5	0.0	5.7	-0.5
25.7 25.4 -0.2 17.7 98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4	Gov't, and Gov't Services	25.7		0: 0	0.62	26.5	1.5
98.0 98.4 0.4 94.6 2.0 1.6 -0.4 5.4		7.07	72.4	-0.5	17.7	16.0	-1.7
2.0 1.6 -0.4 5.4	Subtotal Non-Farm	98.0	98.4	0.4	94.6	95.3	0.7
	Farm Employment	2.0	1.6	-0.4	5.4	4.7	-0.7

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-1997), Table CA25, May 1999.

Table 8b Labor Market Summary 1997-1998

	Lawrence	Lawrence MSA (Douglas County)	ounty)	Kansas
Place of Residence Data	1997 Average	1998 Average	% Change	% Change
Civilian labor force Employment Unemployment	52,256 50,072 2,184	54,694 52,302	4.5	3.1
Unemployment rate	4.2	4.4	e. 9	3.8
Vage and Salary Employment All industries	46,000	47,700	3.7	3.5
Goods producing industries Construction and mining Manufacturing	7,400 2,100 5,400	7,700 2,200 5,500	4.1 1.9	3.2 3.0 3.3
Service producing industries Transportation & Public utilities Wholesale & Retail Trade Finance, Insurance, & Real estate Services Government	38,500 1,200 11,700 2,000 11,000	40,100 1,300 11,900 2,100 11,500	4.2 8.3 1.7 5.0 6.3	3.5 3.5 3.0 5.3 2.1

Source: Kansas Department of Human Resources, Labor Market Information Services. Developed in cooperation with the U.S. Bureau of Labor Statistics. January 2000.

Map 4 Labor Force Participation: 1990

Paymon P		venworth 60.5 Wyandotte	64.1						ø
Family F	ohan	CO	Johnson	75.3 Miami		STORY OF STREET	57.1	Grawtor 57.5	Charoka 57,7
Figure F		Atchison 61.3 lefferson	68.0 Douglas	65.3 Franklin	Andersor		and the state of t	61.2	Labette 61.6
Saminary First First First Ford Factor Fact	***************************************	THE STREET	hawnee 68.2	Osage 61.0	Coffey	? 5	57.4	56.2	Monigom. 59.0
Samith Secondary Seconda		awatomie !	Wabaunser 64.7	Lyon	97.3	роомиаа	4.5		autauqua 8.1
Court Cour	n Marshall 58.4	A DELIVERY		Waller of the second	Chase 57.5	3	4		
Secondary Finney Finney Finney Finney Finney Gray Finney Gray Gray	Washingto 59.1	ACT CASE OF THE PARTY OF THE PA			farion 59.4	Butler	NEW CONTRACTOR	Cowley	
Second S				_	SK GRANISTON HE	Harvey 65.7	Sedgwick 70.5	umner 89.7	7
Samith					PM 79		ā		
Samina Rawlins Sec. 3 Sa 2 Sa 3	Jewel 59.7		Linco 60.8	Ellsw(Rice 59.4		Kinam	,00 E	8
Thomas Sheridan Graham 67.9 61.1 67.9 60.2 61.1 67.9 60.1 62.4 64.7 60.1 62.4 65.6 65.8 65.6 60.2 65.5 61.1 65.8 65.6 60.2 65.5 60.1 62.4 65.8 65.8 65.8 65.8 65.8 65.8 65.8 65.8	Smith 58.2	Osborne 60.5	Russell 57.2	Barton	69.9	Staffor 57.3	Pratt 63.7	Barber 60.8	
Thomas Sheridan Graham 67.9 61.1 67.9 60.2 61.1 67.9 60.1 62.4 64.7 60.1 62.4 65.6 65.8 65.6 60.2 65.5 61.1 65.8 65.6 60.2 65.5 60.1 62.4 65.8 65.8 65.8 65.8 65.8 65.8 65.8 65.8	Phillips 59.3	Rooks 59.4	Ellis 69.5	Push 193	Pawnee	60.2 Fall state	60.8 Gowa	60.0 Somanche	59.5
eyentria fira becatur 52.3 rman Thomas Sheridan 67.9 63.5 ace Logan Gove 63.5 Wichita Scott Lane 62.4 64.7 60.1 Corant Haskell 65.8 Coray 65.8 Coray 65.8 Coray 65.8 Coray 65.8 Coray 65.8 Coray 65.8	orton 38.2	raham 31.1				eman			
ace Logan Grant Haskell 40.3 Grant Haskell 40.3 Stevens Seward 55.5			129	Nese 62.4		7000 56.0	Ford 68.8		
eyenne Raw 61.5 Thor Thor Grant Wichita 62.4 Grant T1.2 Stevens 55.5	Deca 52.3	Sheri 63.5	Gove 58.3	Lane 60.1					
ace Lo 69.4 Wichil 62.4 62.1 771.2 Stevens 55.5	awlins 51.3	homas 57.9	E	100	Finnev	74.5	Haskell 40.3	Seward 70.1	
2 2 4 4 5 E				Wichita 62.4	Kearny	712	Grant 72.1	Stevens 55.5	
2 C C C C C C C C C C C C C C C C C C C	Сheуен 57.3	Sherma 63.7	Wallace 64.4	Greeley 69.1	Hamilton	64.7	Stanton 65.9	Morton 53.0	

Source: 1990 U.S. Bureau of the Census.

Kansas: 65.4%

County Unemployment Rates: 1998

	Leavenworth 4.5		Johnson 2.6	Ē.		5.00		Bourbon		Crawford		Cherokee 6.2
n Doniphan 6.2	ison	4.5	Douglas John 4.4 2.6	Franklin Miami	20.000	Anderson Linn 5.9 9.2		Allen	.;·	Neosho Cra	4.7	
Nemaha Brown 2.7 4.7		hawnee 4.5		0.0		Coffey 6.2		Woodson	Ę	Wilson 4.4		Montgom, Labette a 5.4 5.4
Washington Marshall Nem 3.3 2.9 2.7	Riley Pottawatomie Jackson 4.1 3.4	Geary	T's	3.8 Lyon	Chase 3.8	4.7		Greenwood 5.3			4.9	Chautauqua
Washingto 3.3	Clay 3.0	Dickinson 3.3			Marion 2.4		- 1	Butler 3.2			Cowle	6.7
Republic 2.6	Cloud 3.3	Ottawa 3.3	Saline 3.5		McPherson 2.8		Harvey	2.9	Sedgwick 3.3		Sumner	3.0
Jewell 2.8	Mitchell 2.0	Lincoln 3.2	Ellsworth	5.6	Rice	o:*	Reno	3.9		Kingman 3.1		Harper 2.4
Smith 2.2	Osborne 2.5	Russell 3.6		Barton	9.0	Stafford	2.7	7	Pratt	2.5	Barber	£.
Phillips 3.1	Rooks 3.5	Ellis 3.0		Rush	Š	Pawnee 2.5	Γ	Edwards	6	Kiowa 2.4		Comanche 2.0
Norton 2.1	Graham 3.1	Trego 2.6		Ness 3.7		Hodgeman	2.3	ord	2.6		Clark	
Decatur 2.9	Sheridan 2.6	Gove 3.0		Lane 3.1				Gray 2.4			Meade 2.0	
2.6	Thomas 2.4			Scott 2.4		Finney	2		Haskell	2.7	Seward	
		Logan 2.4		Wichita 3.4		Kearny 2.7			Grant	7	Stevens	4.4
1.7	Sherman 2.3	Wallace 2.0	Granday	3.8		Hamilton 2.1			Stanton	į.	Morton 2.4	

Note: Employment data are based on an individual's place of residence.

Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract, 1998" using data from Kansas Labor Force Estimates Annual Average, 1998. Kansas Department of Human Resources, Labor Market Information Services, developed in cooperation with U.S. Bureau of

EARNINGS AND INCOME

The economic base of the community is determined by the income of the community residents. Higher average wages may indicate a greater number of jobs in high growth, high performance businesses. Low wage growth may indicate a higher concentration of stable, declining industries.

This report looks at two major components of earnings and income: average wage per job and per capita personal income. Average wage per job reflects the productivity of local labor and the performance of local businesses. Per capita personal income indicates the relative wealth of the area compared to the state. As the productivity of business and industry increases, personal per capita income also rises. Decreasing or stable rates may be the result of mature or declining industry.

Earnings and Income: Key Findings

- In 1997 the average wage per job in Douglas County was \$20,015. It is \$5,177 less than the average wage for the state of Kansas and \$9,799 less than the national average (Table 9, Figure 4). This could be the result of the high number of low wage student jobs.
- In 1997, Douglas County had the lowest average wage per job among the comparative counties. All three of the neighboring metropolitan counties (Johnson, Shawnee and Wyandotte) also had higher average wages than Douglas County (Table 9, Figure 4a).
- Between 1987 and 1997 an average wage per job in Douglas County increased 14.7 percent and 13.3 percent, respectively. These are the lowest rates of increase among all comparative counties, as well as statewide and nationwide results (Table 9).
- Per capita personal income in Douglas County in 1997 has increased at a slightly higher rate than the state's rate, but with \$19,976 for 1997, Douglas County is still far behind the state's average of \$23,972 per year (Table 10). Historical data confirm this trend (Figure 4b).
- Per capita personal income for Douglas County is higher than for Wyandotte County but lower than for Johnson and Shawnee counties (Map 6).

Table 9

Average Wage Per Job

Douglas County, Selected Counties, Kansas and U.S.

1987-1997

	Average	e Wage per Jo	b (Dollars)	% Gr	owth
	<u>1987</u>	1992	<u>1997</u>	87-92	92-97
Douglas	15,407	17,670	20,015	14.7	13.3
Johnson	20,497	25,243	30,124	23.2	19.3
Shawnee	19,357	22,824	26,175	17.9	14.7
Wyandotte	21,542	25,693	30,935	19.3	20.4
Boone, MO	16,096	19,944	22,692	23.9	13.8
Johnson, IA	17,025	21,257	24,394	24.9	14.8
Larimer, CO	18,282	22,205	26,704	21.5	20.3
Champaign, IL	16,843	20,953	24,077	24.4	14.9
Kansas	18,007	21,517	25,132	19.5	16.8
United States	20,510	25,471	29,814	24.2	17.1

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-1997), County Summary, Table CA34.

Figure 4
Average Wage per Job
Douglas County, Kansas and United States
1987-1997

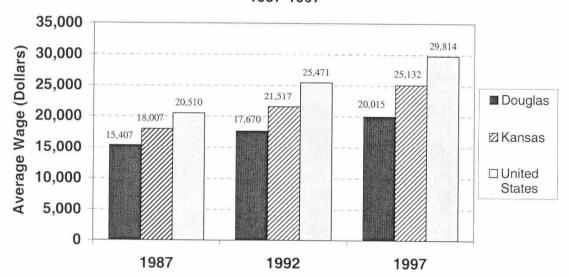
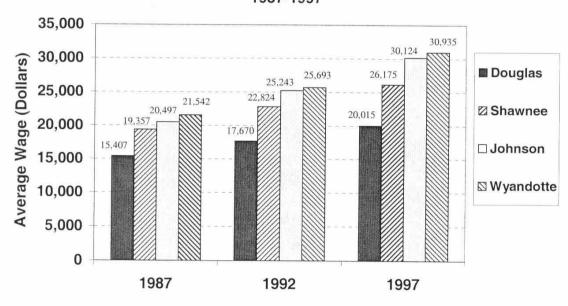


Figure 4a
Average Wage per Job
Douglas County and Surrounding Counties
1987-1997

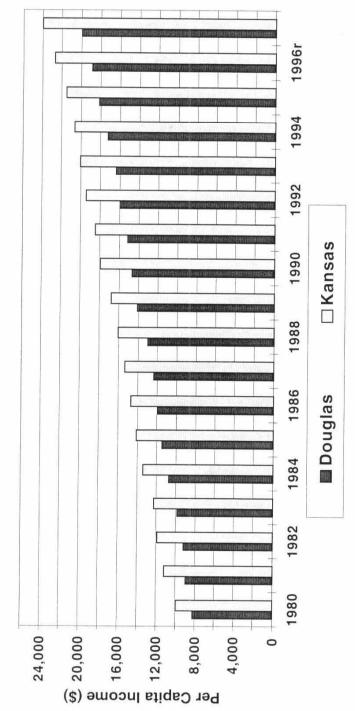


Per Capita Personal Income Douglas County and Kansas 1980-1997

	Incon	ne (\$)	Grow	th Rates
	Douglas	Kansas	Douglas	Kansas
1980	8,216	9,950		
1981	8,959	11,176	9.0 %	12.3 %
1982	9,200	11,903	2.7	6.5
1983	9,850	12,273	7.1	3.1
1984	10,773	13,421	0.0	9.4
1985	11,469	14,121	6.5	5.2
1986	11,930	14,703	4.0	4.1
1987	12,388	15,327	3.8	4.2
1988	13,010	16,040	5.0	4.7
1989	14,108	16,802	8.4	4.8
1990	14,680	17,940	4.1	6.8
1991	15,176	18,492	3.4	3.1
1992	15,966	19,447	5.2	5.2
1993	16,407	20,048	2.8	3.1
1994	17,238	20,638	5.1	2.9
1995	18,161	21,481	5.4	4.1
1996r	18,896	22,707	4.0	5.7
1997	19,976	23,972	5.7	5.6

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-1997), County Summary, CA5, May 1999.

Figure 4b
Per Capita Personal Income
Douglas County and Kansas
1980-1997



Map 6 Per Capita Personal Income: 1997

187	Marshall Nemaha Brown 21.94 23.54 20.96 Doniphan 19.07	Riley Pottawatomie Jackson 18.65 Leavenworth 18.57 18.30 Wyandotte	Shawnee 24.36 Wabaunsee	21.05	16.93 Lyon 17.53 Franklin Miami 19.85 19.20 20.95	20.69 Coffey Anderson Linn 19.77 17.83 16.92	Greenwood Woodson Allen Bourbon 17.42 17.28 18.26 18.52		Elk 17.95 20.16 19.62 17.83
ilcollie: 12	Republic Washington Marshall 22.53 20.44 21.94	Clay 21.29		Dickinson 19.11	McPherson Marion		23.15 Butler 21.99	24.87	Sumner Cowley
oapita i ci sollai ilicollie: 1997	Jewell Repub 20.19 22.53	e Mitchell 20.15	Lincoln 18.74	Ellsworth 26.42		19.54	8 Reno 22.12	Kingman	
adao io i	Phillips Smith 22.45 20.16	Rooks Osborne 19.22 22.78	Ellis Russell 22.51 21.57		8 Barton 21.06 21.78	Pawnee 21.59 Stafford	21.08 Edwards 21.82	Klowa 20.33	Barber
	Norton 18.84	n Graham 18.58	Trego 21.60		Ness 23.15	man		24.14 X	Clark
	Decatur 20.45	as Sheridan 24.12	Gave 20.94	Scott	22.33 20.52	Finney 20.38	Gray 22.43	Haskell 28.81	Seward 20.17
Character	20.08 18.59	Sherman Thomas 22.11 19.64	Wallace Logan 17.24 20.87	W Wichita		Hamilton Kearny F		Stanton Grant H 33.32 21.40 2	Morton Stavens Se

Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract 1998"; using data from the U.S. Bureau of Economic Analysis, Regional Economic Information System, Table CA5, May 1999.

RETAIL

Retail trade is an important part of a community's business environment as well as source of revenues for the local governments. Retail trade is affected by a number of factors; for example, past decisions by investors, business managers, taxpayers, and policy makers contribute to a business climate, which either promotes or inhibits the productivity of local businesses and therefore affects decisions about growth and expansion. Other contributing factors include the level of competition, the availability of suppliers and supporting industries, the cost of labor, taxation and regulation within the community. Some types of establishments will thrive in an environment in which other firms cannot operate profitably.

The level of taxable retail sales is an indicator of retail sector performance and the overall strength of the local consumer market. The County Trade Pull Factor (CTPF) is a measure of retail trade strength. CTPF is calculated by dividing the county's per capita sales tax collections by Kansas' per capita sales tax collections. A CTPF value of less than 1.00 indicates that the county is losing customers due to "out-shopping" by residents. A CTPF of more than 1.00 would indicate that the county is attracting retail customers.

The following section contains a table and a figure, outlining the retail sales growth rates, and a map illustrating County Trade Pull Factors.

Retail: Key Findings

- Since a four- percent decrease in 1995, taxable retail sales in Douglas County were increasing
 from year to year at a rate higher than that of the state of Kansas. However, in 1998, taxable
 retail sales demonstrated a lower rate of increase than the previous year and lower than the
 state of Kansas (Table 11 and Figure 5).
- The trade pull factor for Douglas County for 1999 was 0.98, which indicates that it had lost a small portion of retail trade to the surrounding counties. Johnson County and Shawnee County had CTPFs of 1.55 and 1.22, respectively, meaning they had attracted more customers from outside the county than lost to the other counties (Map 7).

David Darling and Sara Logan, "County Trade Pull Factors, FY 1998."

Table 11

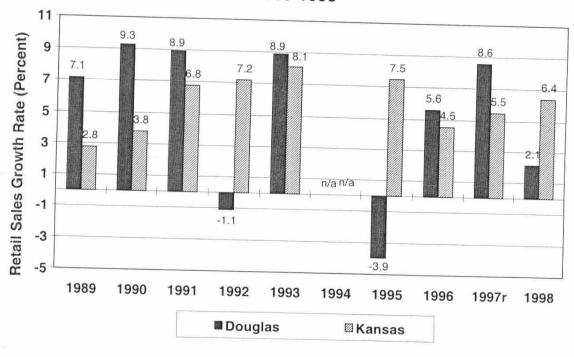
Taxable Retail Sales and Growth Rates
Douglas County and Kansas
1988-1998

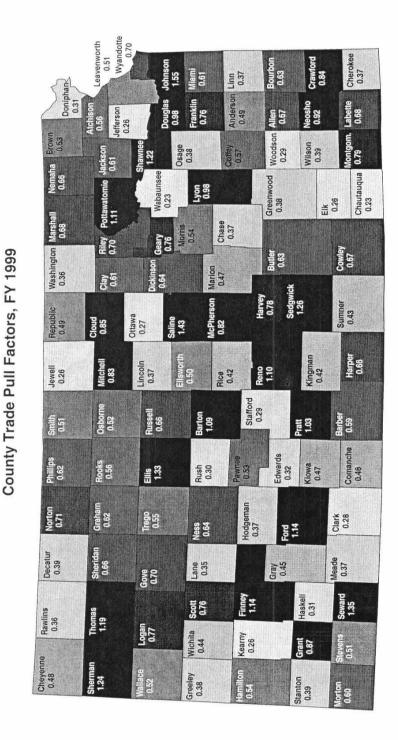
	Doug	las	Ka	ınsas
Year	Nominal Sales (\$Millions)	Growth Rate (%)	Nominal Sales (\$Millions)	Growth Rate
1988	446.0		17,548.0	
1989	477.8	7.1 %	18,034.4	2.8 %
1990	522.1	9.3	18,723.3	3.8
1991	568.7	8.9	19,988.0	6.8
1992	562.5	-1.1	21,421.3	7.2
1993	612.5	8.9	23,154.4	8.1
1994	687.0	n/a	22,603.5	n/a
1995	659.9	-3.9	24,289.1	7.5
1996	696.9	5.6	25,393.9	4.5
1997r	756.5	8.6	26,788.9	5.5
1998	772.7	2.1	28,507.0	6.4

Note: Data from 1994 to 1998 are not comparable to 1987-1993

Source: Kansas Department of Revenue, State Sales Tax Collections by County Classification. Calculations, 1987-1993, CEDBR, W. Frank Barton School of Business, Wichita State University; 1994-1998, IPPBR, University of Kansas.

Figure 5
Taxable Retail Sales Growth Rates
Douglas County and Kansas
1989-1998





Note: County Trade Pull Factor (CTPF) = County per capita sales tax collections divided by Kansas per capita sales tax collections. Population data used to compute per capita sales includes institutionalized population.

Source: "County Trade Pull Factors Annual Report, FY 1999," by David Darling and Ramamohan Basava, Manhattan, KS., Dept. of Agricultural Economics.

AGRICULTURE

In the past, the economic well-being of Douglas County was not dependent on the strength of this industry sector, but it is interesting to look at the level of activity in agriculture and examine how the character of this industry is changing in the county. The following agricultural data will help determine whether or not the overall importance of this sector in the county has been increasing or decreasing and how this compares with other counties and the state as a whole.

The agriculture section contains tables and figures on the total value of field crops and the total value of livestock and poultry.

Agriculture: Key Findings

- Between 1995 and 1998 the total value of field crops in Douglas County fluctuated from year to year, with the highest being \$29.7 million in 1997 and the lowest being \$19.5 million in 1998. Annual percent changes were as follows: 29 percent increase in the value of crops from 1995 to 1996, 15 percent increase from 1996 to 1997 and a 34 percent decrease in 1998 (Table 12).
- The total value of livestock and poultry in Douglas County has been declining from year to year. In four years it declined 17.8 percent from \$13.5 million in 1995 to \$11.1 million in 1998. In the state of Kansas the value of livestock and poultry increased between 1995 and 1996, but the declines in the subsequent years led to a total decline of 8.5 percent between 1995 and 1998 (Table 13).

Table 12

Total Value of Field Crops*

Douglas County, Surrounding Counties, and Kansas
1995-1998

	Tota	I Value of	Crops (\$M	illions)		Percent (Change	·
	1995	1996	1997	1998	95-96	96-97	97-98	95-98
Douglas	20.1	25.9	29.7	19.5	28.9 %	14.6 %	-34.2 %	-2.8 %
Johnson	11.2	19.9	14.8	10.7	77.7	-25.5	-28.0	-4.7
Shawnee	20.3	29.6	29.9	22.1	45.8	1.1	-26.2	8.7
Wyandotte	1.7	2.2	2.2	1.9	29.4	1.2	-14.7	11.7
Kansas	3,525.9	4,154.6	4,474.9	3,594.3	17.8	7.7	-19.7	1.9
Crop Price								
Index +	130	160	123	98				

^{*} Does not include any government program

Note: Numbers may not add due to rounding

Source: Kansas Agricultural Statistics, "Kansas Farm Facts"; Kansas County Profile Report, KCCED, The University of Kansas; Calculations: KCCED.

Table 13
Total Value of Livestock and Poultry
Douglas County, Surrounding Counties, and Kansas
1995-1998

	Total V	alue of Liv/ (\$Mil	/estock an lions)	d Poultry		Percent (Change	
	1995	1996	1997	1998	95-96	96-97	97-98	95-98
Douglas	13.5	12.3	11.3	11.1	-8.9 %	-8.1 %	-1.8 %	-17.8 %
Johnson	11.4	9.7	10.3	9.3	-14.9	6.2	-9.7	-18.4
Shawnee	6.4	6.5	6.6	6.3	1.6	1.5	-4.5	-1.6
Wyandotte	1.6	2.1	1.3	1.2	31.3	-38.1	-7.7	-25.0
Kansas	1.7 2,873.6	2,966.2	2,678.0	2,629.0	3.2	-9.7	-1.8	-8.5
Livestock Price Index	101	91	86	85				

^{*} Does not include any government program

Source: Kansas Agricultural Statistics, "Kansas Farm Facts"; Kansas County Profile Report, KCCED, The University of Kansas; Calculations: KCCED.

⁺ Since 1975, index numbers are on 1990-92 base = 100

⁺ Since 1975, index numbers are on 1990-92 base = 100 Note: Numbers may not add due to rounding

EDUCATION

The educational level of residents is likely to influence the well being of the whole community. Communities able to provide the higher skilled workforce are more likely to benefit from the new developing industries. Residents who have a good educational background will be more employable and able to command higher salaries. Employers will benefit as well because they will most likely experience lower turnover and training costs. On the other hand, individuals with lower education levels have a harder time finding jobs that can supply a living wage and may be more likely to use social services.

Education: Key Findings

- Douglas County is the home of three universities: University of Kansas, Baker University, and Haskell Indian Nations University. As the result the education level of the county's population was greater than the state's average in 1990 (Table 14).
- Twenty five percent of Lawrence and 22 percent Douglas County over-25 population have a Bachelors degree, which is higher than the 14.2 percent state average for Kansas (Table 14).
- The number of persons with graduate degrees also is high. Lawrence and Douglas County have 19.4 percent and 16.8 percent, respectively, of their over-25 population with graduate degrees compared to 7.0 percent for Kansas (Table 14).
- The percentage of Lawrence and Douglas County population with associate degrees is slightly below the percentage for Kansas, which would tend to indicate that the county may be lacking in technically trained workers (Table 14).

Table 14

Educational Attainment of Persons over 25
As a Percentage of the Population of Persons over 25
Lawrence, Douglas County, and Kansas, 1990

	Completed Less Than 9th Grade		High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate <u>Degre</u> e	Pop. Over 25
Lawrence	995	1,93	6,92	6,94	1.31	7.96	6.27	32.35
Douglas County	1,62	3,09	10,66	8,95	1,69	9.19	7.07	42.16
Kansas	120,95	172,32	514,17	342,96	85,14	221,01	109,36	1,561,41
As a Percent o	of Popula	tion of Pε	ersons ove	er 25:				
Lawrence	3.1%	6.0%	21.4	21.5	4.1%	24.6	19.4	
Douglas County	3.9%	7.3%	25.3	21.2	4.0%	21.8	16.8	
Kansas	7.7%	11.0	32.9	22.0	5.5%	14.2	7.0%	

Source: U.S. Bureau of the Census, 1990. Percent calculations by KCCED/IPPBR.

CONCLUSION

Economic data is an important tool of the community economic development process because it gives the community members a better view of the current facts and trends in different areas of economic and demographic performance in the community. However, data alone are not enough. Data must be analyzed and interpreted, taking into account the intuition of those within the community as to what the trends really mean. In other words, economic data serve as the foundation for analysis which concludes: 1) what is happening in the community relative to other regions over time, and 2) what potential impacts or consequences can be inferred from the data. The data in this report suggest the following interpretation.

Douglas County is an area with constantly growing population, low unemployment rates and strong employment increases in most sectors. Growth rates of job creation in Douglas County are higher than both statewide and nation-wide rates. The adult population of the area is highly educated; however, the average wage per job for Douglas County is considerably below not only state and national averages but also below any comparative "university" county. This low average wage per job indicates that most of the job growth is in lower-paying jobs, which is consistent with the information that the fastest growing industry in Lawrence at the present time is the retail trade with rather modest wages.

Given the high education level of the population and the lower average wage per job, additional effort is still needed to reduce the gap between Douglas County and similar areas in level of earnings. The original 1992 study noted many opportunities could be capitalized upon to assist in bridging the gap between education and pay, such as new state technology policies, university linkages, and the proximity to a metropolitan center to generate higher value-added employment opportunities in developing industries.

The Lawrence-Douglas County area is a desirable place to live, and it is proven by the population and employment data. The areas' proximity to Johnson County, Kansas, one of the fastest growing counties in the nation, and the presence of three institutions of higher education, are part of its desirability. The higher education institutions provide a great deal of stability while the location of the county provides opportunities for growth. How these two assets are utilized will have a lot to do with the type of community Douglas County will be in the future.